



Franklin Road/ Colonial Avenue

AREA PLAN

Adopted by City Council
June 21, 2004

ROANOKE
VIRGINIA



vision 2001
2020

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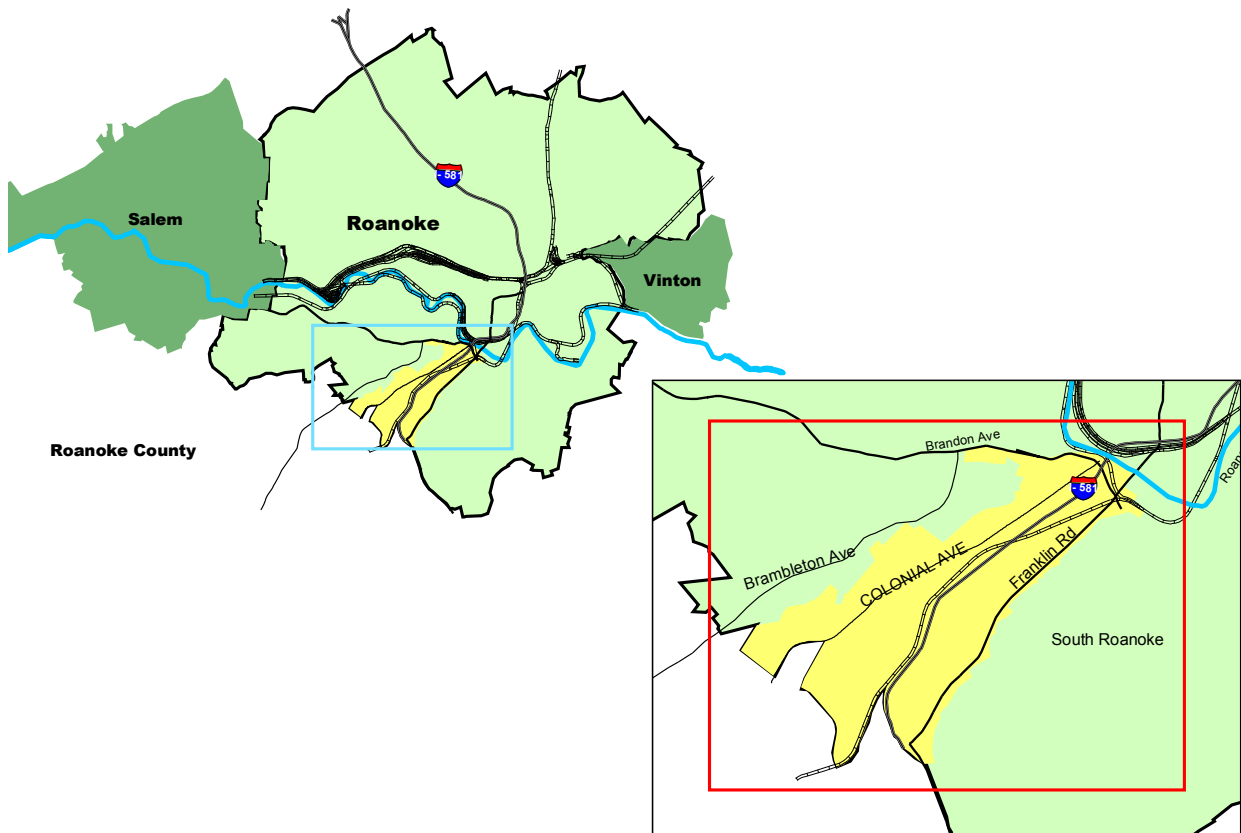
Planning Building & Development

Introduction

Franklin Road and Colonial Avenue are two of Roanoke's busiest streets. Both corridors are vital to the economic health of the City and the entire Roanoke Valley. In addition, Virginia Western Community College on Colonial Avenue is an important educational asset to the region.

Because of the relationship of these corridors and the development they support, it is logical that they be evaluated together. While these major arterial streets and the adjoining commercial development are the dominant features of the landscape, several established neighborhoods are also included in the plan. These include the subdivisions of Colonial Heights, Fralin Park, and Jefferson Hills off of Colonial Avenue; and a small neighborhood on Beechwood Drive, Gardens and Roberts Roads, the Southwood development and several apartment complexes off of Franklin Road.

Since this land was annexed, commercial development gradually emerged and has grown along Franklin Road and in Towers Shopping Center. More recently, new subdivisions have been developed with single-family homes. Most of the houses are tucked away from the busy commercial corridors, making this an area of economic activity and stable residential neighborhoods.



Priority Initiatives

The plan proposes four priority initiatives:

Community Design

- Define the edges of commercial centers, and commercial zoning and development on Colonial Avenue and Franklin Road to ensure that residential areas are preserved and development of existing commercial sites is maximized.

Residential Development

- Maintain current residential densities in the update of the zoning ordinance per the future land use map

Economic Development

- Focus small- to medium-sized commercial development in concentrated centers

Infrastructure

- Improve the flow of traffic in the vicinity of Virginia Western Community College (VWCC) and Towers Shopping Center, including Wonju Street, Brandon and Colonial Avenues and all exit/entrance ramps. This improvement is the highest priority of this plan.
- Limit curb, gutter and sidewalk improvements to arterial streets and new developments

View from Southwood



People

The overall population of the area has remained steady in recent years. The number of households increased between 1990 and 2000, while there was a decrease in the average household size. This is a national demographic trend.

The area has become slightly more racially diverse in recent years, yet continues to be predominantly white. While white residents comprise 91% of the population, the number of black residents has increased 67% since the 1990 Census. The decrease in the number of "other race" residents from the 1990 Census is probably explained by the Census Bureau adding a new "two or more races" category to the 2000 Census.

The age distribution of the area's population has seen some noteworthy changes over the last decade. The only increases were in people 35 years of age and older. The number of children and teenagers decreased, as did the number of younger adults (ages 20 - 34). As Table 2 shows, the area has proportionally less children and teenagers and more senior citizens when compared to the age distribution citywide. This may indicate an aging population or an influx of senior citizens and middle-aged people who don't have children.

Table 1. Population Demographics

	1990	2000	Percentage Change
Total Population	2,816	2,860	2%
Households	1,444	1,556	8%
White	2,684	2,630	-2%
Black	69	135	96%
Other Races & Multiracial	63	95	51%
Two or more races	n/a	28	n/a
0-19 Years Old	454	418	-8%
20-34 Years Old	663	544	-18%
35-64 Years Old	927	1,106	19 %
65 Years and Over	772	792	3%

Source: U.S. Census Bureau, 1990 and 2000 Census



Virginia Western Community College, located on Colonial Avenue, has over 8,000 students.

**Table 2. Population Age Distribution:
Franklin/Colonial Area and Citywide**

Age	Wasena		City of Roanoke	
	Persons	Percentage	Persons	Percentage
0-19	418	14%	23,455	25%
20-34	544	19%	20,146	21%
35-64	1,106	39%	35,750	38%
65 and over	792	28%	15,560	16%
Total	1,633	100%	94,911	100%

Source: U.S. Census Bureau, 2000 Census

The area has a greater percentage of residents who've obtained higher education degrees than the City as a whole. The percentage of residents with a graduate or professional degree is over twice that of the City. While 13% of residents 25 years of age and older don't have a high school diploma, this is substantially lower than the citywide average of 24%.



**Table 3. Educational Attainment,
25 Years of Age and over**

Education Level	Total	Percentage	City of Roanoke Avg.
Less than High School	248	11%	24%
High School	501	22%	30%
Some College	557	25%	21%
Associate's Degree	107	5%	6%
Bachelor's Degree	475	21%	12%
Graduate or Professional	365	16%	7%
Total	2,253	100%	100%

Source: U.S. Census Bureau, 2000 Census

Table 4. Household Income in 1999

Income Bracket	Franklin/Colonial		City of Roanoke Avg.
	No. Households	Average	
\$0 - \$14,999	287	18%	22.7%
\$15,000 - \$24,999	284	18%	17.8%
\$25,000 - \$34,999	260	17%	16.1%
\$35,000 - \$49,999	226	14%	17.1%
\$50,000 - \$99,999	383	25%	21.3%
\$100,000 +	126	8%	5.0%
Total	1,566	100%	100%

Source: U.S. Census Bureau, Census 2000 Summary File 3

(Data based on Sample)

The distribution of income in the area is comparable to that of the City as a whole. In addition, the average household income in the area is \$31,406, slightly above the citywide average.

Neighborhood Organization

There are no recognized neighborhood organizations in the area. Recently, a neighborhood organization formed in the Pasley Avenue area in the Fralin Park subdivision. The Grandin Court Civic League, the Greater Raleigh Court Civic League, the Wasena Neighborhood Forum, and Neighbors in South Roanoke represent surrounding neighborhoods.



Neighborhood workshop at James Madison School